

10/23/01
Jc963 U.S. PTO

Lerick P. Fish
1855-1930

W.K. Richardson
1859-1951

12-5-01 10/02470 . 102301 A
FISH & RICHARDSON P.C.

225 Franklin Street
Boston, Massachusetts
02110-2804

Telephone
617 542-5070

Facsimile
617 542-8906

Web Site
www.fr.com

October 23, 2001

Attorney Docket No.: 10984-600001

Box Patent Application
Commissioner for Patents
Washington, DC 20231

Presented for filing is a new original patent application of:

Applicant: ALDEN DOROSARIO and DOUG BEEFERMAN

Title: NETWORK WIDE AD TARGETING

Enclosed are the following papers, including those required to receive a filing date under 37 CFR §1.53(b):

	<u>Pages</u>
Specification	22
Claims	15
Abstract	1
Declaration	[To be Filed at a Later Date]
Drawing(s)	5

Enclosures:

— Postcard.

Basic filing fee	\$740
Total claims in excess of 20 times \$18	\$864
Independent claims in excess of 3 times \$84	\$420
Fee for multiple dependent claims	\$0
Total filing fee:	\$2024

CERTIFICATE OF MAILING BY EXPRESS MAIL

Express Mail Label No. EL 485673451US

I hereby certify under 37 CFR §1.10 that this correspondence is being deposited with the United States Postal Service as Express Mail Post Office to Addressee with sufficient postage on the date indicated below and is addressed to the Commissioner for Patents, Washington, D.C. 20231.

10-23-01
Date of Deposit

Signature
Leroy Jenkins

Typed or Printed Name of Person Signing Certificate
Leroy Jenkins

J1017 U.S. PTO
10/002470
10/23/01

FR

BOSTON

DALLAS

DELAWARE

NEW YORK

SAN DIEGO

SILICON VALLEY

TWIN CITIES

WASHINGTON, DC

FISH [REDACTED] RICHARDSON P.C.

Commissioner for Patents
October 23, 2001
Page 2

A check for the filing fee is enclosed. Please apply any other required fees or any credits to deposit account 06-1050, referencing the attorney docket number shown above.

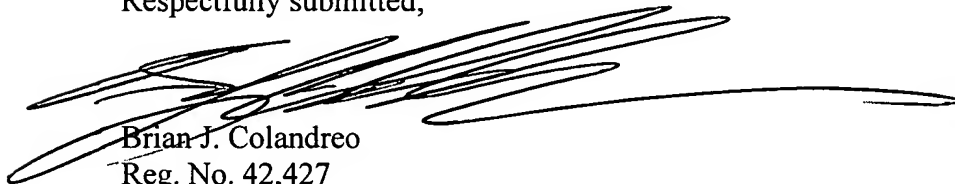
If this application is found to be incomplete, or if a telephone conference would otherwise be helpful, please call the undersigned at (617) 542-5070.

Kindly acknowledge receipt of this application by returning the enclosed postcard.

Please send all correspondence to:

BRIAN J. COLANDREO
Fish & Richardson P.C.
225 Franklin Street
Boston, Massachusetts 02110-2804

Respectfully submitted,



Brian J. Colandreo
Reg. No. 42,427
Enclosures
BJC/lxf
20332386.doc